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May 12, 1997

Ms. Caren Trgovcich, Deputy Director
Waste Prevention & Market Development
California Environmental Protection Agency
Integrated Waste Management Board
8800 Cal Center Drive
Sacramento, CA 95826

Subject: RMDZ Marketing Contract Concepts

Dear Ms. Trgovcich:

Regarding your request for marketing concepts or approaches, the following approaches have been effective in the Chino Valley RMDZ.

- **Establish relationships with the industrial real estate brokers in each Zone.** "Selling" the program to industrial real estate brokers gave us a very effective marketing tool because the brokers tout the RMDZ as an additional benefit of a Chino Valley location.

- **Use other groups to help market the program.** Examples include bankers, vendors of optimizers or machinery that processes waste materials, City Planning staff, the utility companies, and business owners who have already obtained RMDZ loans. Make sure they know and understand the program and can explain the benefits to manufacturers they encounter in the course of their operations.

- **Conduct a targeted direct mail or telephone marketing effort.** Use Dun & Bradstreet to determine the Standard Industrial Classification (SIC) code assigned to businesses that have already received Zone loans. Purchase a list of all California businesses with the same SIC codes and use this list for direct mail or telephone marketing.

- **Train Zone Administrators to use a "Jump Start" program to help businesses become aware of the RMDZ benefits.** The Zone Administrators can encourage local agencies to coordinate "Jump Start" meetings to help new and expanding businesses learn about the requirements, regulations, permits and procedures needed to relocate or expand their operations or the Zone Administrators could actually coordinate the meetings.

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- **Establish and maintain an identity.** Traditional marketing activities such as attending industrial trade shows, placing print ads in appropriate periodicals, and preparing marketing materials are important adjuncts to the program. Delegating one or two people to represent the program nationally or statewide, who will establish personal relationships with key people in significant roles, can be very effective.

We look forward to your report on the approaches suggested by other Zone Administrators and we thank you for the opportunity to present our suggestions.

Sincerely,

Janet Coe

Janet L. Coe
Zone Administrator

cc: Raffy Kouyoumdjian, Market Development Zone Program